THE REVIEW

Vol. XXXV—No. 10

February 13, 1941

You still have two more weeks

IN WHICH TO

Make Your Orange Quota

... It's well worth fighting for!

TO HELP YOU SELL "CLIPPER SHIP SURPRISE"

The man now in the White House is the most naval-minded President this nation has ever had. The salt water in his system is an inheritance from at least three generations.

When President Roosevelt's mother, Sara Delano, was eight years old, she was taken on the clipper ship "Surprise" around Cape Horn to China where her whole family lived for several years. The voyage required one hundred and ten days, but that kind of travel had many precedents among the Delanos of Fair Haven. Little Sara's father and her father's father before him were both Yankee sea captains. (From the Boston Globe of February 1, 1941)

(Thanks to Mr. W. M. Harrison)

* * *

It is interesting to know that the living mother of President Roosevelt sailed 'round the Horn in the famous old clipper ship "Surprise," Frank Vining Smith's portrait of which appears in the G-B Line for 1942.

The REVIEW
Published Weekly
by and for the Sales Department of
The Gerlach Barklow Co.
THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV JOLIET, ILLINOIS, FEBRUARY 13, 1941 No. 10

12 DAYS TO GO!

The future holds all earth's best for you if you but spend them wisely while they last.

God's Greatest Gift, A Year of Time. And if we spend the days wisely we reap a harvest of Earth's best.

We are proud of you because of the job you have done the first seven weeks of this season; and now we are in the eighth week. Twelve more days to go from next Monday—February 17th to Saturday, March 1st—the closing date of the early contests. What a thrill those 12 days in the EARLY BIRD CONTEST, THE BUSTING OF THE ORANGE QUOTAS and the STRIVING TO WRITE A GRAND A WEEK.

The outlook continues most encouraging; the Line continues to make a tremendous hit. So our job is to MAKE OUR TIME DOLLARS COUNT — TO CULTIVATE OUR TERRITORIES, TO CULTIVATE OUR CUSTOMERS.

Speaking of cultivating our territories and customers, to my mind, the Porter Loring stories, pages 228 - 231 in the February 6th "Review," and, pages 206 and 207 in the January 30th "Review," are honies to help you in your presentation of "Their Priceless Heritage" and "Spirit of America":

Likewise, the Good Will Letter Distribution Plan of George Wilkins' good customer on pages 186 and 187 of the January 23rd "Review"—

Rudy Maddox's "Americanized Propaganda" programme, page 209 of the January 30th "Review."

The comments by Elizabeth Ball on the next to the last page of several of the "Reviews" on the Better Homes-Better Gardens calendar. Those are human-interest stories that show the value of the Recipe Calendars in making friends, keeping and holding good will.

Mr. Barklow's "A Letter Worth Sharing" on page 147 of the January 9th "Review," ought to give you some ideas on how to build a better presentation on Safety First Calendars or any other calendar.

I can't tell you how to sell or how to build your presentation, you have to do it your own way, but to my mind many times those stories could be read to a prospect right from THE REVIEW and be most convincing.

Remember, The More You Learn the More You Earn. Let's resolve to learn and earn more in 1941. Remember to send in your stories of how you make your sales. We'll appreciate it and so will every man in the field.

The Birthday Week gave us an increase of 11.8 per cent. Thanks a million. The best part of that is that it means bigger earnings for you.

LET'S GO, EARLY BIRDS! To pull down that contest money, to win those delicious, delectable Florida Oranges. Once you have won them you'll want to do it every year. Ask the boys who know. BEST OF LUCK.

—T. Mackenzie.

YOUR OWN HOME TOWN

Do you know what you would do if you were owner of any of the local institutions in your own home town? I do. I would do everything in my power to give my customers far better service than any of my competitors give. I would show my appreciation from time to time in some small way. Then I would constantly strive to make new customers. There is one definite list of available new customers—the brides.

Every time there is a wedding in your own home town, there is a new customer for a grocer, a butcher, a dairy, a laundry, a cleaner, etc., etc., etc. I understand that women spend or at least control something like 85% of the funds. That's worth cultivating in some way. We have many enthusiastic customers among furniture stores using Bride's Cook Books, but we can't sell cook books to everyone. Why not start a campaign in your own home town creating six or eight customers who are INVITING patronage from such a select list as newlyweds?

If you have placed the Bride's Cook Book in your own home town, why not suggest that a grocer send the bride a blotter at frequent intervals asking for her patronage. The cleaner could send her a post card—the laundry could send a pencil—another could send a key case, etc., etc., etc.

Why not use your own home town as a practice field to learn how to sell ideas? Then each surrounding town will give you a new field equally as fertile. Business men only oppose the things they do not understand. That's why an interesting sales presentation in your own way and your own words is so important.

Remember a customer is worth a lot of money (perhaps $100 or more) to us. A new customer is worth just as much to the butcher, the baker and the cleaner, in your own home town.

James R. Talcott

S-257 SPECIFICATIONS

It is imperative that EACH ORDER for this series states definitely which set of "Facts" copy is to be printed on the inside; Also which of the three calendar pads is wanted. Each of the pads is SAMPLED with fish days — only Better Homes - Better Gardens pads may be furnished WITH or WITHOUT fish days. The Farm Record and Household Alphabet pads MUST BE SOLD AS SAMPLED WITH fish days.

The letters designating the various styles of copy for the inside have no reference whatever to the style of calendar pad. Stock of the mounts is manufactured blank on the inside; therefore, the importance that EACH order state which copy is wanted.

You know what the customer wants when you make the sale—WRITE IT ON THE ORDER—don't leave it to guess-work. Your careful attention will save annoyance to yourself, correspondence expense for the house and insure satisfied customers.

ART LOGAN.

BUSINESS IS STILL ON THE UP-AND-UP!

With the Help of the Great '42 Line, Gerlach-Barklow Happy Warriors Are Still Making Sales History

We're proud of the '42 Line, but we're even more elated over the fine bunch of salesmen who are carrying that line to victory in a hundred battles every day.

Thanks for the fine job you're doing and we're in hopes we may be able to give you more details of the sales next week.

Salesman	State	Line of Business	Subject	Amount
R. S. OSBURN,	Illinois	Funeral Director	Special	$892
J. S. BELL,	Louisiana	Bank	Special	517
CRAIG SOHN,	Ohio	Packers	Silver Dawn	350
J. M. SAUNDERS,	Michigan	Lumber	My Blue Heaven	388
ALAN J. KIDD,	Nebraska	Seed	Spirit of America	361
G. ROBT. FALLS,	Indiana	Beauty Salon Supplies	Light of Her Eyes	390
A. S. HARTMAN,	Calif.	Mercantile Concern	Plain Business	291
A. S. HARTMAN,	Calif.	Stock Yards	Come Back Here	236
R. S. FOSTER,	Penna.	Packers	Will Rogers	269
CHARLES CLAYTON,	Pa.	Manufacturers	Plain Business	212
H. J. KERSEY,	Penna.	Hardware	Plain Business	243
CHARLES CLAYTON,	Pa.	Machine Company	Pocket Letter Files	289

EVEN THE BIRDS BUILD HOMES OF THEIR OWN—WHY NOT YOU?
Sold by Dunlap to a Lumber Dealer on "Happy Bluebird Family"

J. M. SAUNDERS,	Mich.	Coal	Spanky's Safety Patrol	258
A. S. HARTMAN,	Calif.	Funeral Director	Be Sure You Are Right	174
ISIDOR SIEGEL,	New York	Building Material	Rah Rah Rah	112
E. P. PITTMAN,	N. M.	Auto Service Station	Be Sure You Are Right	110
E. E. MEYER,	Penna.	Funeral Home	Silver Dawn	158
E. E. MEYER,	Penna.	Furniture	Will Rogers	150
O. O. NOELL,	Kansas	Bank	Peace and Happiness	157
WALTER OLSON,	Illinois	Bottlers	Spirit of America	168
VALENTINE MENTZ,	N. Y.	Bank	The Guiding Hand	182

IT'S THE FRIENDS WE MAKE WHO MAKE US
Sold by Shadle to a Cleaner on "Peekaboo"

WHERE EACH CUSTOMER BECOMES A FRIEND
Sold by Messick to a Plumber on Will Rogers

Salesman	State	Line of Business	Subject	Amount
CHAS. J. CLARK	Illinois	Insurance Agency	My Blue Heaven	$125
CHAS. CLAYTON	Penna.	Manufacturers	Playmates Series	108
CHAS. CLAYTON	Penna.	Manufacturers	Light of Her Eyes	124
R. S. OSBURN	Illinois	Manufacturers	Kiddies, Inc. Series	156
MRS. F. PETERSON	Ohio	Manufacturers	Key Rings	104
E. H. GERRISH	Conn.	Bank	Spirit of America	124
CLYDE ESTES	Ark.	Contractors	Spirit of America	105
CLYDE ESTES	Ark.	Contractors	Rah Rah Rah	71
D. G. WAITE	Michigan	Water Softeners	Spirit of America	136
G. A. WOODS	California	Packers	Peace and Happiness	154

THE HOUSE OF GOOD SPIRITS
Sold by Gorsuch to a Liquor Dealer on "Springtime"

F. L. ZIMMERMAN	Ohio	Optometrist	My Blue Heaven	169
FRED W. BELL	Michigan	Manufacturer	Poems Without Words	128
J. M. SAUNDERS	Mich.	Coal Dealer	The Guiding Hand	158
R. S. RABORN	W. Va.	Amusement Enterprise	Special	127
E. B. SIERER	Wash.	Funeral Home	Priceless Heritage	133
JACK MOORE	Indiana	Funeral Home	Religious Calendars	111
MRS. F. PETERSON	Ohio	Insurance Agency	Silver Dawn	169
J. M. SAUNDERS	Mich.	Fuel	My Bonnie	187
CHAS. J. CLARK	Illinois	Bank	Will Rogers	176
E. L. CLAWSON	Missouri	Funeral Home	Religious Calendars	139

WE MAKE YOUR CLOTHES AS FRESH AS A ROSE
Sold by Ketcham to a Cleaner on "Forever Yours"

S. E. ADAMS	Colorado	Lumber	Bluebird	185
GUY A. DEAN	Georgia	Steel Products	Auto Robes	127
H. J. KERSEY	Penna.	Bank	Business Calendars	170
FRANK MINEHART	Ohio	Glass	Playmates News Quiz	114
H. F. RICKER	Mass.	Florist	My Bonnie	101
J. M. SAUNDERS	Mich.	Coal	Spirit of America	136
G. MATHESON	Calif.	Plumbing	Priceless Heritage	100
E. L. VINCENT	N. Y.	Insurance Agency	Steady	100
D. G. WAITE	Michigan	Funeral Home	Appointment Pad	100
A. H. LAUN	Wisconsin	Cleaners and Dyers	My Blue Heaven	100
JOE HENDERSON	Ala.	Funeral Home	Religious Calendars	100

REMEMBER—TOMORROW'S INSURANCE WILL NOT COVER TODAY'S LOSS
Sold by Hatch to an Insurance Agency on "Priceless Heritage"

WHERE EACH CUSTOMER BECOMES A FRIEND
Sold by Phillips to a Grocer on "Light of Her Eyes"

Salesman	State	Line of Business	Subject	Amount
BEN HARTMAN,	Colo.	Optician	How Dear to My Heart	$100
C. CHAMBERLAIN,	Pa.	Trust Company	First in the Hearts	154
C. CHAMBERLAIN,	Pa.	Petroleum Products	Will Rogers	101
H. F. GROTTE,	Texas	Furniture Dealer	Home Is Where Heart Is	120
F. R. RAITZ,	Ohio	Auto Supplies	My Blue Heaven	115
J. S. PETKO,	W. Va.	Builders Supplies	My Blue Heaven	138
A. H. THEGE,	Nebraska	Funeral Director	Religious	180
J. A. FIELD,	New York	Manufacturer	Special Greetings	100
JAS. R. FLINT,	New York	Auto Dealer	Spanky Safety School	182
TH. GOSTEN,	New York	Hardware Dealer	Spirit of Youth	108
CLIFF HIGGINS,	Minn.	Cleaner	Business Calendars	180
GENE KELTNER,	Illinois	Mercantile Company	Forever Yours	133

EVERY TIME WE MAKE A FRIEND WE GROW A LITTLE
Sold by Thege to an Electric Company on "Rah, Rah, Rah!"

PERC EARL,	New York	Fed. Savings & Loan	Special	525
GUY DEAN,	Georgia	Mercantile Company	Forever Yours	260
SAM RABORN,	W. Va.	Fed. Savings & Loan	Freedom For All	255
O. O. NOELL,	Kansas	Mutual Insurance Co.	Bluebird Family	250
W. J. EGGLESTON,	N. Y.	Savings Bank	Spirit of America	144
F. L. MULLER,	Penna.	Mfg. Corporation	Down on the Farm	119
JOHN S. PETKO,	W. Va.	Bank and Trust Co.	Spirit of America	159
WALTER OLSON,	Illinois	Nash Auto Dealer	Auto Key Cases	109
S. ADAMS,	Colorado	Chevrolet Dealer	Priceless Heritage	100

IT'S HOME SWEET HOME IF YOUR TITLE IS CLEAR
Sold by Evans to an Abstract Company on "Here Peace and Happiness Abide"

DAN MORRISSEY,	N. Y.	Funeral Director	Religious Calendars	100
JOHN M. GILBERT,	S. C.	Oil Refinery	Will Rogers	255
JUT LAING,	Illinois	Publisher	Carrier Greetings	165
PERC EARL,	New York	Manufacturer	Forever Yours	164
JIM HARTMAN,	Kansas	Funeral Home	Bluebird Family	140
G. B. CORRIGAN,	Maryland	Lumber Dealer	Business Calendars	186
G. B. CORRIGAN,	Maryland	Funeral Home	Religious Calendars	100

WHERE CUSTOMERS SEND THEIR FRIENDS
Sold by Lipford to a Chevrolet Dealer on "Down on the Farm"

$1,000 CLUB

END OF SEVENTH WEEK

*FRED W. BELL
**BENJAMIN BERCOVIT
*****C. I. CHAMBERLAIN
****CHARLES CLAYTON
A. F. COOPER
******P. C. EARL
*J. H. ETTER
HARRY D. EVANS
G. ROBT. FALLS
J. O. GAMMELL
E. H. GERRISH
W. E. GIBSON
E. A. GILMORE
***H. F. GROTTE
*AMASA HARTMAN
***J. C. HARTMAN
***SAM E. HAYNES
JOE HENDERSON
*WM. C. HERRMANN
CLIFFORD HIGGINS
****LEO L. HIMELHOCH
*SIDNEY A. HODSON
J. B. KASPER
*P. H. KEBOCH
EUGENE KELTNER
*H. J. KERSEY
MRS. A. C. JAHL
J. R. LAING
**R. H. LIPFORD
W. L. McNERNEY
*A. McWILLIAMS
**RUDY MADDOX
*GEO. H. MALONEY
KATHERINE MELCHER
E. E. MEYER
****M. G. MITCHELL
D. M. MORRISSEY
**L. H. MOSS
A. A. MULDREW
OTTO NOELL
**R. S. OSBURN
**R. S. PERRY
***FANNIE PETERSON
FRANK R. RAITZ
*H. F. RICKER
DOC SAGE
*J. M. SAUNDERS
L. R. SHEPARD
*ISIDOR SIEGEL
*E. B. SIERER
*CRAIG SOHN
*F. M. STEVENSON
ESTELLE P. THOMPSON
A. W. VORES
S. C. WHALEN

* Indicates Additional Victory Weeks.

THE EARLY BIRDS OF 1941

Standing at End of Seventh Week, February 8th

SENIORS

1. EARL
2. MITCHELL
3. CHAMBERLAIN
4. HARTMAN, J. C.
5. MRS. F. PETERSON
6. HIMELHOCH
7. CLAYTON
8. SIEGEL
9. KEBOCH
10. KERSEY
11. HIGGINS
12. McWILLIAMS, A.
13. BERCOVIT
14. LIPFORD
15. HAYNES
16. STEVENSON
17. MOSS
18. PERRY
19. LAING
20. HODSON
21. VORES
22. MORRISSEY, D. M.
23. McNERNEY
24. OLSON
25. MADDOX
26. BOND
27. RICKER
28. PITTMAN
29. HERRMANN
30. THURN

JUNIORS

1. ADAMS, S. E.
2. EVANS
3. PHILLIPS, JASPER
4. WAITE
5. CLARK

Easter

Here's a swell chance to win new customers among the florists in your territory, and to cement the friendship of those who already buy from you!

In the "Easter Special," sampled this week, you have timely sales ammunition—just what florists want.

As a special service, we have obtained two fine photos of beautiful girls holding big bunches of Easter lilies. We have reproduced them in halftones, and we offer them as stock cuts for use on Golden Rule blotters and plain post cards.

One or both halftones can be used on the large blotter—Class 2CX Golden Rule.

Either cut can be used on small blotters—Class 2CY Golden Rule—or on the post cards.

The samples give copy suggestions, but please note that these are merely SUGGESTIONS. Because most of your customers will in all probability have in mind the copy they want to use, we ask that you write COMPLETE WORDING OF ALL COPY on the face of the order, rather than try to identify "copy used on samples."

We will do our very best to ship orders promptly. Do your part. Be sure that all orders are complete and ready for the factory. Then—if credit references are OK—the orders will be put into work immediately and all orders received in Joliet by March 15th will be shipped on or before April 1st. In some cases, shipment can be made sooner. First come, first served.

You have two big markets for this "Easter Special."

First, use it to attract NEW customers. Sell the Easter blotters for timely advertising right now, and pave the way for a sale of "Friendly Flowers," "Poems Without Words" or "Bright Bouquets" later in the year.

Second, you can sell the Easter blotters to customers who are already using a regular full-color floral series, but who desire blotters that put over the Easter-lily sales message in a more potent way.

Remember that the MINIMUM ORDER is 1,000 blotters or post cards. The investment for 1,000 pieces is small, and any florist can use that many before Easter.

Special

However, in some cases, you will find that the buyer will want less than 1,000 Easter blotters—perhaps only 250 or 500. When this situation arises, sell 1,000 blotters, CHARGE $3.00 for change of copy, and give full and complete instructions for printing the balance any way the customer desires.

FOR MOTHER'S DAY: The best way to build up the total quantity to the 1,000 minimum is to sell 500 Easter blotters and 500 for Mother's Day. If you ask us to make up half the blotters for Mother's Day (May 11th), we will furnish a halftone similar in style to the one for Easter. It will be a good picture of a mother holding her bouquet. We have not yet made the necessary cuts, but we have selected the photo to be used, and we will be able to print and ship the Mother's Day blotters at the same time that we make up the Easter blotters. PLEASE NOTE that all blotters will be printed and shipped at one time. Therefore, copy must be COMPLETE WITH ORDER.

* * *

The pictures used in these stock cuts are not exclusive, although we have made the halftones to our own specifications. The halftones are used like the type on the ad—simply to tell the advertising story in the most effective manner.

The Economy Post Card sampled in the special offer is not listed in the price book. But the prices are there. They are listed under "Two-Color Post Cards," and they are also the same prices as Class 2CY Blotters, so you should have no trouble in quoting.

All imprinting on these "Easter Specials" will be in black ink, unless otherwise specified. However, if the customer prefers green or blue, just say so. Each job will be individually handled, and choice of color is permissable.

* * *

This is not a big opportunity, but it's a GOOD one. It can mean anywhere from $10 to $500 extra in commissions for you. Use it to build NEW business and to keep old customers satisfied.

We'll help you all we can—by making prompt shipments on all orders that arrive COMPLETE with copy and satisfactory credit information.

"DAYS OF UR YEARS"

The title of this article is with apologies to Pierre Van Paassen and his great book by that name, but the purpose of the article is to bring out some sales points in regard to NEW QUIZ.

For over thirty years this writer has been engaged in the advertising business and we say without equivocation that we think NEWS QUIZ is the finest direct advertising medium we have ever seen. And we would feel the same way about it even if it were published by some firm other than The Gerlach-Barklow Company. In other words, prejudice does not color our opinion. We are positive that if we were searching for a direct advertising medium and could select any of all those available we would select NEWS QUIZ.

We base this opinion on the simple fact that News Quiz COMBINES the two most important discoveries of modern advertising—THE NATION-WIDE INTEREST IN CURRENT AFFAIRS and in QUESTIONS AND ANSWERS.

Ten years ago there were very few newscasters on the air, and practically no commentators. Six or seven years ago there were very few "Question and Answer" programs on the air. TODAY THESE TWO TYPES OF PROGRAMS ARE HIGHLY FAVORED and sponsors are falling all over each other to obtain them.

Practically the same thing has occurred in the field of newspapers and magazines. Of course newspapers always printed news —that's obvious, but very few had Question and Answer departments. Today this is changed. There is practically newspaper in America that does not its Question and Answer feature.

In the field of magazines, news zines had almost disappeared from stands. Harper's Weekly and Illustrated Weekly had folded. Work, World Today, Current Opinion Review of Reviews and other maga famous for their news reviews and articles had either been abandoned tirely, lost heavily in circulation or merged with other publications. Later Literary Digest slipped from its lofty estal and was eventually merged TIME.

About ten years ago Franklin P. A and a collaborator brought out the of the popular "Question and Ans books— "ASK ME ANOTHER." It the country. Today there are score such books on the market and they joy wide sales.

Meanwhile, TIME, LIFE, LOOK, NE WEEK, CURRENT HISTORY, and of other magazines built upon the interest in current events have come being, and dozens of others have obliged to include news columns and departments.

The same trend has occurred in the tion-picture industry. A few years ago news reels were fillers-in and were while the audiences were being cha Today the news reels are not only the popular feature of the motion-picture show, but there are actually picture houses devoted to nothing else.

Even window and display card companies have discovered this trend and the great majority of syndicated services are now built around news pictures. In addition, ninety-five per cent of all newspaper "columns" are now devoted to news, commentaries on current events, and material of this kind. Furthermore, the newsstand sales of newspapers have doubled, tripled and quadrupled—particularly those which feature pictures of current happenings.

The fact is that America has grown INFORMATION CRAZY. The magazine with the largest paid circulation in the world—The READER'S DIGEST, 4,000,000 a month—is very largely a condensed review of articles on matters of current interest.

Admitting these facts—and not one of them can be successfully disputed—what relation do they bear to advertising? Simply this. ADVERTISERS ALWAYS FOLLOW THE TREND OF PUBLIC LIKES AND PUBLIC TASTE. When fiction was the big craze, advertisers filled the fiction magazines. When humor was the big craze, advertisers filled the humor magazines. In short, advertisers always gravitate to the magazines, newspapers, or radio programs that have the widest popular appeal.

That being true, what do we find today? We find advertisers flocking to such magazines as TIME, LIFE, NEWS-WEEK, COLLIER'S, LIBERTY and other magazines of this general type. We find them fighting for positions next to the news columns and the commentators' columns in newspapers, and we find them doing everything within their power to get their radio programs next to the news flashes, and the newscasters

Why is this so? It is because there is today general recognition that CURRENT EVENTS are tops in public interest. And, next to current events, come QUESTIONS AND ANSWERS.

In NEWS QUIZ we have a direct advertising medium that capitalizes on this trend which ALL advertisers know exists. We have a medium that COMBINES Current Events (PUBLIC INTEREST No. 1) with Questions and Answers (PUBLIC INTEREST No. 2). And we have back of both the name and fame of Boake Carter. If you can equal that in any other direct advertising medium, I should like to know what it is.

NEWS QUIZ interprets the "Days of Our Years"—the most interesting, the most thrilling, the most exciting years since the days of Napoleon. That's why, in this writer's opinion, it is the finest and most effective direct-mail medium ever devised.

It can be—SHOULD be—sold in EVERY town!

Jewett E. Picker

BUCK MADDOX RIDES THE RANGE

A TYPICAL RUDY MADDOX WEEK CONSISTS OF ELEVEN ORDERS FOR $1,001

MONDAY—

A $358 sale of "My Bonnie Lies Over the Ocean" to a FURNITURE DEALER.

TUESDAY—

A $54 sale of P-233 Business Calendars to a MANUFACTURER OF TEXTILE MACHINERY.

A $35 sale of Pencils to the same customer.

WEDNESDAY—

A $35 sale of Will Rogers to a DODGE & PLYMOUTH DEALER.

A $35 sale of Will Rogers to a FURNITURE DEALER.

THURSDAY—

A $164 sale of "Spirit of America" to a FURNITURE AND MUSIC STORE.

A $94 sale of "Spirit of America" Billboards to same customer.

A $56 sale of "Here Peace and Happiness Abide" to a FURNITURE DEALER.

FRIDAY—

An $80 sale of "Bluebird" to a FUNERAL DIRECTOR.

A $70 sale of Fans to a FUNERAL DIRECTOR ("Riverside Church")

SATURDAY—

A $20 sale of "Hello Everybody" to a LUMBER DEALER.

"Our Work Is Done for Those Who Love and Remember"

The above copy line is bringing home some mighty nice little orders from Memorial Dealers. The most popular subject seems to be "I See by the Papers" and "Autumn Rhapsody" is in line, while "Here Peace and Happiness Abide" and "Houghton Mill" are both selling well.

You're all familiar with Isidor Siegel's success in selling Memorial Record booklets to Memorial Dealers and have some idea of how these accounts may be developed when properly handled.

Let's remember to contact the better memorial dealers in our respective territories and while you're so doing, try to remember that copy line, "OUR WORK IS DONE FOR THOSE WHO LOVE AND REMEMBER."

HERE'S HOW BILL McNERNEY CLIMBS ON THE STEAM ROLLER

MONDAY—

"My Diary" Baby Record Booklets to a Merchant $34

TUESDAY—

R-19 Religious Calendars to a Funeral Home 374

WEDNESDAY—

Will Rogers Calendars to a Dairy 78

THURSDAY—

"Happy Bluebird Family" to a Feed, Fuel and Fertilizer Co..... 260

FRIDAY—

Paragon Key Cases to a Chevrolet Dealer 42

SATURDAY—

Special Calendars to a National Bank 600

Six orders for the week for a total of $1,388

MALONEY AND THE GREAT '42 LINE WIN ANOTHER SMASHING VICTORY

George H. Maloney of New York has some fine, substantial accounts; Among these is one of America's biggest savings banks and this year our esteemed competitors made a determined effort to carry off the order. Maloney was prepared for them, however, and opened his campaign armed with Arnegger's beautiful home picture, "An Autumn Rhapsody." Competition brought all their guns to bear, but Maloney and the fine Arnegger carried off first honors to the tune of between $2,000 and $3,000.

A TYPICAL A. S. HARTMAN WEEK

CONSISTS OF EIGHT ORDERS FOR $1,002

MONDAY—

A $236 sale of "Come Back Here" to a LIVESTOCK COMMISSION MARKET.

TUESDAY—

A $291 sale of Business Calendars to a MERCANTILE COMPANY.

WEDNESDAY—

A $57 sale of "I See by the Papers" to a TRUCKING COMPANY.
A $51 sale of Paragon to a FUNERAL DIRECTOR.

THURSDAY—

A $57 sale of "Happy Bluebird Family" to an AUTO REPAIR COMPANY.

FRIDAY—

A $174 sale of "Be Sure You Are Right" to a FUNERAL DIRECTOR.
A $54 sale of "Down on the Farm" to a TRUCKING COMPANY.

SATURDAY—

An $82 sale of "The Guiding Hand" to a MEMORIAL DEALER.

HOW CLOSE ARE YOU TO THAT ORANGE QUOTA? THE PRIZE IS WELL WORTH YOUR BEST EFFORT

Saturday, March First is the Closing Date

One of the finest traditions of our great organization is the T. R. Gerlach Award of a case of citrus fruits from the Gerlach Groves at Babson Park, Florida.

A goodly number of salesmen have already beaten their quotas and are in line to win the fruit; if you are one of the winners, accept our hearty congratulations; if not, then let us advise you to put forth your very best effort during the two final weeks of the contest.

Winning the Founder's Award means more than the mere winning of a case of oranges—it means that your name goes on the Honor Roll which for many years has been the coveted goal of every successful Gerlach-Barklow salesman.

You still have two weeks in which to come through a winner.

CHUCK HAYES JOINS SPECIAL ORDER DEPARTMENT

A new signature on letters to salesmen inquiring about "specials" is that of Charles K. Hayes, who recently joined the Special Order Department.

But Mr. Hayes is no newcomer to Gerlach-Barklow. He has been a member of the company for several years, although until recently he has been employed in another field, where he had no direct contact with the sales force.

He is a graduate of Northwestern University and a member of Delta Tau Delta fraternity—mentioned just in case he has any collegemates or fraternity brethren on the force.

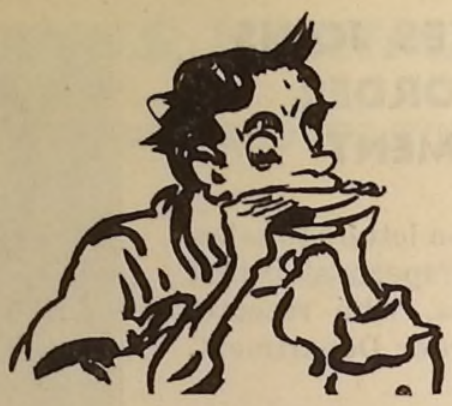
The addition of an experienced calendar man to the Special Order Department staff means that "specials" will receive better attention than ever—Service with a capital "S" as always, but a larger staff to handle inquiries and orders.

HOW A PLUMBER USES "BILDCOST BLUEPRINTS"

Leon G. Terry sold a nice order of Class D "Bildcost Blueprints" last week. He says: "This new customer is a plumbing and heating contractor. He gets his prospects from the FHA office and wherever building permits are issued."

The advertiser will use the mailing cards to keep in touch with 100 best prospects at all times. He will mail the cards to his original list each month until they buy. Then, when a prospect becomes a customer, he will correct the list to include the name of a new prospect.

As a special inducement to close the sale, the plumbing and heating contractor will offer his friends the complete building plans for any Better Homes & Gardens house. He will buy the plans and donate them.



MAKE THEM WANT MORE

"They did everything so well that people wanted them to do it again."

This was what a well known man said when he was asked to sum up the reasons for the success of a number of leading business concerns.

And it's true. The successful business—the business that is going now, and will be going ten years from now—is the one that treats its customers so well that they will stick.

It makes no difference what the business is. Every business makes something to sell to others or has something to sell to others. It may be books or automobiles, furniture or cement, candy or steel. If it's a railroad or traction company, they sell convenience and comfort in transportation; if a public utility company, they sell the necessities in present day life in the form of electricity, gas, or telephones.

Whatever the business, its success, its ability to earn money, its ability to pay good wages, its ability to operate constantly—all these depend on satisfied customers—on making those who buy what it has to sell want more.

No business can be made a success unless its customers are so well pleased with the goods or the service they get that they will continue as customers and will speak a good word about it to others.

No company can build up its business or keep its business built up on dissatisfied customers. It often costs a company more to get a customer than the immediate profit on that customer. It must depend upon the repeat orders and continued patronage for profits.

A man doesn't have to be in business for himself to use this advice. It goes for the man with a job just as well as for a business as a whole. Whatever a person's "job" is his motto should be—"Do it so well they will want me to do it again."

BABSON INSTITUTE.

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HERE'S THE FIRST NEW CUSTOMER!

I was going to a party,
But I guess I'll break the date—
I know of nothing that's more fun
Than to ride in your V-8!

The verse reprinted above was the first one to get a new customer for "Hello Everybody" hangers.

The buyer, obviously, was a Ford dealer. He is located in a small town in Minnesota, and he bought his good advertising through E. I. Phelps.

It's not a big order, but it's a new account, and one of many.

Use the new verses to help sell "Hello Everybody." With the verses, our "pip" has lots more zip! By changing the third line on several of the rhymes, you can make the suggested verses fit any customer.

Or, you can write your own. But be careful. With such a warm number, the poetry tends to get warm too. Don't sell anything that won't be acceptable to postoffice authorities. That won't be too difficult, because the postoffice isn't any fussier than the average consumer, and what is objectionable to one is objectionable to all.

BE SURE TO FOLLOW INSTRUCTIONS

The verses shown on front and back of the sample are suggestions. They are published to show what can be done. If any of these verses is desired, WRITE IT OUT IN FULL ON THE FACE OF THE ORDER, or on a sheet attached to the order. Also specify that the verse is to be printed in the space to the right of the picture on the hanger. If other copy is provided for this space, he sure to state WHERE it is to be printed.

Unless you give exact instructions for printing, all copy will be printed in the usual space below the title and above the pad.

PEOPLE LIKE POETRY

Yes, people like poems, even if they are only doggerel. We make no claims for the verses sampled, except that they DO rhyme, and they DO make for better balance in the layout of the hangers. Use them to best advantage. Fit them to the special needs of each customer, and you'll be saying "Hello Everybody" with dollars!

ARE YOU PLANNING A CHURCH FAN CAMPAIGN?

Ordinarily we do not open up the Church Distribution plan for selling fans until March. This year, however, we understand some concerns have already started to call on or write the clergy, so if you're ready, you may go ahead with your campaign.

For the benefit of new members of the sales force, the plan is this:

A form letter is sent out to the various clergymen, offering to supply fans for the church without charge on condition that the fans shall carry the business card of some reputable local business man or company.

With the letter you inclose a return card for the convenience of the clergyman and when these cards are returned to you, you call on your most likely prospect and sell him—NOT fans, but advertising circulation among the very best people of the community.

We cooperate in this campaign to the extent of supplying you with mimeographed letters and printed return cards. These we supply free of charge, on condition that you pay the postage and do the addressing.

Mr. Herman Grotte who has made an outstanding success of this plan usually sells the fan circulation to laundryowners, while other successful salesmen sell the circulation to funeral directors and still others select various lines such as dairies, grocers, cleaners, druggists and bankers.

If you plan to make use of this church campaign idea, ask for a specific number of letters, envelopes and return cards. In requisitioning these letters and cards, be guided by the number of clergymen in the classified section of the phone book in the town where you intend to use it and be conservative about ordering, but get enough to cover the list.

Letters and return cards will be ready about March first so send along your requisitions now.

If you have questions to ask regarding the plan, shoot them along and we'll be glad to answer them.

HERE'S GOOD NEWS FOR YOU

A Beautiful and Timely Followup to "A Royal Pair"

Coming In

By HEWLETT

We have had so many inquiries for a followup to "A Royal Pair" which appeared in our Greeting Line last year, that we have been looking around for a suitable subject and fortunately we found one in a splendid Mallard picture that Mr. Hewlett painted for use as a greeting for Mr. Turner. Plates have just been finished, but samples cannot be supplied for several weeks, and this is to let you know that customers who bought the pheasants, "A Royal Pair," last year, can secure this beautiful duck picture of Hewlett's as a follow-up.

It is made up only in 7⅛x9⅓ and will appear in an upright Greeting, HG4267, mounted exactly the same as "Houghton Mill"HG4266, and the price schedule will be the same.

In addition it may be sold in any style that takes our regular 7⅛x9⅓ current line pictures.

E. J. BARKLOW.

EARLY BIRDS OF FORTY-ONE

A Ten Weeks contest starting December 26th, 1940, and running to March 1st, 1941. Twenty-five cash prizes will be awarded.

Prizes will be awarded for performance, based on volume of business and number of orders. We have divided the sales force into two classes, Seniors and Juniors. Seniors are those who have represented the Gerlach-Barklow Company prior to December 26th, 1939, or who have had previous calendar selling experience. Juniors are those who have joined our organization since December 26th, 1939, who have not had previous calendar selling experience.

	Points
VOLUME	75%
NUMBER OF ORDERS	25%

There will be prizes awarded to the 20 highest ranking Seniors and five highest ranking Juniors, as follows:

Seniors

First Prize	$100.00
Second Prize	75.00
Third Prize	50.00
Fourth Prize	45.00
Fifth Prize	40.00
Sixth Prize	35.00
Seventh Prize	30.00
Eighth Prize	25.00
Ninth Prize	25.00
Tenth Prize	20.00
Eleventh Prize	20.00
Twelfth Prize	15.00
Thirteenth Prize	15.00
Fourteenth Prize	15.00
Fifteenth Prize	15.00
Sixteenth Prize	10.00
Seventeenth Prize	10.00
Eighteenth Prize	10.00
Nineteenth Prize	10.00
Twentieth Prize	10.00
	$575.00

Juniors

First Prize	$50.00
Second Prize	40.00
Third Prize	30.00
Fourth Prize	20.00
Fifth Prize	10.00
	$150.00

The following rules will govern this contest: Contest began Thursday, December 26th, and ends Saturday, March 1st. No business received in envelopes postmarked later than March 2nd will be counted. Reports must be mailed daily or not less than semi-weekly. Only complete orders ready for manufacturing will be counted. Low-priced commercial specials will not be counted.

"The Spirit of America"

The unthinking person will tell you that Youth lacks experience. The truth is that Youth was at Valley Forge with Washington; at Lexington with the Minute Men. Youth rode with Paul Revere and sailed with John Paul Jones. Youth was with Andy Jackson at New Orleans, with Grant and Lee at Appomattox and with Dewey at Manila Bay.

Youth rode shoulder-to-shoulder with Teddy Roosevelt at the storming of San Juan Hill and fought at Chateau Thierry and the Argonne.

Youth rode the Spanish Main, went west with the covered wagons and fought Indians side-by-side with Buffalo Bill and General Custer.

And today Youth is marching onward, carrying the tools of freedom — a hoe — a doll — an airplane.

Experience? Young America has had enough experience to insure the Spirit of America.

—WARD BURRIS.

Ram, Lamb, Sheep or Mutton

And it doesn't make a bit of difference which you use if you follow that recipe for Economical Lamb Loaf, in the S257 Better Homes - Better Gardens Recipe Calendar.

I know. I tried it. Yes, and with the least expensive cut of lamb available. It is the "something different" in the way of a meat loaf. It can be served to guests without any apology, in fact it will grace any table.

Just thought you might like to tell your customers so they can pass it on to their customers, for in these days an inexpensive, yet delicious, meat course is—something.

ELIZABETH BALL.

When Words Fail, Send Flowers

A. McWILLIAMS FLORAL CO.

Flowers That Breathe the Breath of Springtime

1941		FEBRUARY				1941
Sun	Mon	Tue	Wed	Thu	Fri	Sat
-	-	-	-	-	-	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	-

USE SHOEMANSHIP

TO GET YOU PLACES

◆

USE SHOWMANSHIP

TO KEEP YOU THERE

UNTIL YOU GET THE ORDER